

Shideh Sedgh Bina is a founder of Insigniam and a partner at Elixirr. She is the editor-in-chief of *IQ Insigniam Quarterly*®. Responsible for the firm’s business development and marketing, Ms. Bina has over 35 years of experience in management and consulting. She possesses expertise in working with CEOs and other C-suite executives to generate and execute enterprise-wide transformation in an array of industries, such as healthcare delivery, life sciences, retail, media, and fast-moving consumer goods.



Shideh is a member of the Board at Butler/Till, a women-owned, employee-owned, results-driven marketing agency and one of the fastest-growing private companies in the United States. As the former chair of the Global Board of the Healthcare Businesswomen’s Association (HBA)—an organization dedicated to advancing women in leadership in healthcare—she now supports sustained leadership in governance for the HBA by leading the Nominating Committee. PharmaVOICE named Shideh one of the 100 Most Inspiring People in Life-Sciences in 2016 and 2021, and in 2014 the Healthcare Businesswomen’s Association named her Woman of the Year. She has been a speaker at numerous executive conferences for Fortune 500 companies and was an adjunct faculty member at St. Joseph’s University’s Haub School of Business. She has authored dozens of articles and her work has been featured in *Fortune* and Reuters.

Shideh is a trustee of the Committee for Economic Development—a nonprofit, nonpartisan, business-led, public policy organization—and a member of the National Association of Corporate Directors.

In 1990, Shideh co-founded High Performance Consulting which, in 2005, merged with the Rosenberg Group to create Insigniam. Prior to her work in management consulting, Shideh conceived, owned, and managed a profitable upscale retail business before selling it to her employees. She then led and managed the New England region for an international training and development firm.

Shideh holds a B.S. in Economics from The Wharton School at the University of Pennsylvania.

## Awards and Recognition

- Leader in Client Development, Insigniam, 2025
- Leader in Contributing to Colleagues Success, Insigniam, 2024
- Rising Star, Life Sciences Voice, 2024
- Leader in Client Satisfaction, Insigniam, 2022
- 100 Most Inspiring People in Life-Sciences, PharmaVOICE, 2021
- Woman of the Year Award for a woman who exemplifies leadership, innovation, and a commitment to make a difference for others – Iranian Jewish Women’s Organization, 2020
- Honorable Mention for Contributing to Colleagues Success, Insigniam, 2020, 2021, 2022, 2023, and 2025
- 100 Most Inspiring People in Life-Sciences, PharmaVOICE, 2016
- Woman of the Year, Healthcare Businesswoman’s Association, 2014

- Content Marketer of the Year, DCustom, 2013
- Award for Publication Excellence (*Insigniam Quarterly*®), 25<sup>th</sup> Annual APEX Awards, 2013
- 40 Prominent Business Leaders under 40 in the Philadelphia area, Wharton School, 1995
- Acknowledged as a significant business leader by the *Philadelphia Business Journal* in its book, *Business Leaders of Philadelphia*
- Acknowledged in David Logan's book, *The Three Laws of Performance*

## Public Speaking and Service

- “Redefining Experience for a Differentiated Standard of Healthcare,” Becker’s Healthcare 15<sup>th</sup> Annual Meeting, 2025
- Keynote, “Women Collaborating Across Generations: 1+1+1=10,” Healthcare Businesswomen’s Association’s European Leadership Conference, 2023
- Chairperson, Nominating Committee, Healthcare Businesswomen’s Association, 2023
- Board Member, Butler/Till, 2022
- Chairman of the Board, Healthcare Businesswomen’s Association, 2021-2023
- Board member, Global Advisory Board, Healthcare Businesswomen’s Association, 2015 – 2016
- Board member (former), End Violence Project
- Trustee, Committee for Economic Development (CED)
- Adjunct Faculty, St. Joseph’s University, Haub School of Business, Department of Healthcare and Pharmaceutical Marketing
- Member, Forum for Executive Women
- Keynote, “Is Your Culture Eating Your Strategy for Breakfast?,” National Center for Healthcare Leadership, Human Capital Investment Conference, 2016
- Ensono Client Advisory Board, 2016
- “Patient Experience: Better Together in Improving Healthcare,” DePuy Synthes Women’s Leadership Initiative, Triple Aim Series, 2015
- “Lessons Learned: Authentic Leadership,” Healthcare Businesswomen’s Association, 2015
- “Getting Your Hands on Breakthrough Performance,” Healthcare Businesswomen’s Association, 2015
- “Using Innovation to Move the Healthcare Industry Forward in the Changing Marketplace,” Healthcare Businesswomen’s Association, 2015
- “A Crucial Conversations Workshop,” Healthcare Businesswomen’s Association, 2015
- “The Right Culture as a Catalyst for Transforming the Model of Care with Velocity,” Becker’s Chief Executive Officer Strategy Roundtable, 2014
- Accelerating Performance Through Cultural Transformation, ASHHRA 49th Annual Conference, 2014
- “Coming Together to Elevate Women Leaders in Healthcare,” Healthcare Businesswomen’s Association Annual Conference, 2014
- “The Role of Innovation,” Healthcare Businesswomen’s Association, 2013
- Business Model Transformation: The Role of Innovation, Healthcare Businesswomen’s Association Leadership Conference, 2013
- Keynote, “Transitions,” The Hershey Company, Women Leading Women Conference, 2012

- Building High Performance Teams, Healthcare Businesswomen's Association Leadership Conference, 2008
- American Society for Training and Development: International Conference
- International Conference of Product Development Managers
- Association of Food and Drug Officials Education Conference
- Keynote Speaker/Presenter, yearly internal executive client-sponsored conferences, including AutoZone, Dow Jones & Company, Gartner, Inc., Johnson & Johnson, Office Depot, Quaker Oats Company, The Great Atlantic & Pacific Tea Company (A&P)

## Thought Leadership and Articles

- The Insurance Industry: Risk Revolution, *IQ Insigniam Quarterly*, Winter 2024
- The Healthcare Industry: Critical Condition, *IQ Insigniam Quarterly*, Fall 2024
- Why We Elevated Insigniam for a New Era, *IQ Insigniam Quarterly*, Spring 2024
- Don't Let Your Transformation Fail, *IQ Insigniam Quarterly*, Spring 2024
- Governance Masterclass: Irene Chang Britt, *IQ Insigniam Quarterly*, Fall 2023
- Would You Recognize a Leader if You Heard One?, *IQ Insigniam Quarterly*, Summer 2023
- Can You Handle a Transformation?, *IQ Insigniam Quarterly*, Spring 2023
- Econophysics: What It Is and Why Executives Need to Know About It, Insigniam Blog, February 2022
- The Impact of the Omicron Variant: 4 Ways to Create Visibility When There is None, Insigniam Blog, December 2021
- Unleashing Agility with a Leadership Charter, *IQ Insigniam Quarterly*, Spring 2017
- Co-author, Traits of a Transformational Leader, *IQ Insigniam Quarterly*, Fall 2016
- Co-author, What Keeps Executives Up at Night?, *IQ Insigniam Quarterly*, Summer 2016
- 21st Century Businesses Depend on Culture To Succeed, Insigniam Blog, May 2016
- Transformational Growth: Increasing the Velocity of Execution with Decision Rights, LinkedIn Pulse, April 2016
- Leading an Enterprise Transformation: Part I—Got Guts?; Part II—It Gets Messy, Insigniam Blog, November 2015
- Co-author, The New Math of Employee Accountability, *Fortune Magazine* (print), October 2015
- Global Leadership: Part II—Clarity Of Mission; Part IV—Practices For Operating, Insigniam Blog, September-October 2015
- The 5 Conversations That Build Successful Businesses, CEO.com, September 2015
- Finding the Factors That Fuel Growth, *IQ Insigniam Quarterly*, Spring 2015
- Co-author, Leading for Explosive Growth, *IQ Insigniam Quarterly*, Spring 2015
- Co-author, Unleash Culture to Fuel Growth, *IQ Insigniam Quarterly*, Spring 2015
- Out-Pivoting Market Forces, Insigniam Blog, May 2015
- 2015 Healthcare Businesswomen's Association Woman of the Year Exit Speech
- Transforming Healthcare: Our Time is Now, *IQ Insigniam Quarterly*, Spring 2015
- Co-author, Business Results Depend On Managing the Network of Conversations, *IQ Insigniam Quarterly*, Winter 2015
- 2014 Healthcare Businesswomen's Association Woman of the Year Acceptance Speech
- HP's Split Showcases CEO's Success As A Transformational Leader, Insigniam Blog, October 2014
- Does Your Culture Fuel Your Strategy – Or Does It Devour It?, *IQ Insigniam Quarterly*, Fall 2014

- Transform Your Definition of Transformation, *IQ Insigniam Quarterly*, Fall 2014
- Apple's Most Exciting New Product: Tim Cook, Insigniam Blog, September 2014
- Apple's Retail Model: Its Most Innovative Product?, Insigniam Blog, August 2014
- Factoryless Goods Producers: Manufacturing Reinvented Or Invented Jargon?, Insigniam Blog, July 2014
- Unlocking Competitive Advantage, *IQ Insigniam Quarterly*, Summer 2014
- Women—Your Most Valuable Competitive Advantage, *IQ Insigniam Quarterly*, Summer 2014
- 10 Disruptive Forces in Healthcare, Becker's Hospital Review, May 2014
- Inside the Female FTSE Board Report: Part I — Identifying Talent; Part II — Leadership Development; Part III — Tackling Unconscious Bias; Part IV — Critical Recommendations, Insigniam Blog, April – May 2014
- Girl Power? Study Points To Gender-Bias Among Influencers, Insigniam Blog, April 2014
- S. News Names Best Hospitals in U.S., Validates Insigniam Research, Insigniam Blog, March 2014
- Sonos Integrated Music Platform: A Testament To Innovation, Insigniam Blog, March 2014
- The Absence Of Women In Science: A Troubling Statistic, Insigniam Blog, March 2014
- Insigniam Middle Management Survey, 2014
- Leadership Isn't a Solitary Journey, *IQ Insigniam Quarterly*, Winter 2013
- Prevent M&A Heartburn, The European, November 2013
- Leadership for a New Era, PharmaVOICE, October 2013
- Strategy Innovation Starts with Great Questions, *IQ Insigniam Quarterly*, Fall 2013
- What is the North Star for Your Strategic Planning, *IQ Insigniam Quarterly*, Fall 2013
- Want To Increase Productivity By At Least 13%? Allow Telecommuting, Insigniam Blog, September 2013
- 5 Approaches to Fostering Creativity, Insigniam Blog, September 2013
- 2013 Insigniam Executive Shadowing Study, *IQ Insigniam Quarterly*, Summer 2013
- You Have a Transformation Strategy, But Is Your Organization Part of It?, *IQ Insigniam Quarterly*, Summer 2013
- Where The Rubber Meets The Road, Insigniam Blog, April 2013
- Creating a Process for Innovative Thinking and Leadership, HBAAdvantage, March 2013
- Views from the C-Suite – That Are Not Always Seen, Insigniam Blog, June 2012
- On Wall Street, Big Paychecks Do Not Replace Corporate Culture, Reuters, June 2012

## Insigniam B.I.T.s Podcast

- Start Fresh By Planning Beyond The New Year, January 2022
- How To Intentionally Close Out The Year, December 2021
- 4 Scenarios For Providing Visibility When There Is None, December 2021